

# Perceived Value on Customer Loyalty : The Mediation Effect of Relationship Quality

賴鈺芳、童惠玲

E-mail: 374868@mail.dyu.edu.tw

## ABSTRACT

The validity for theory of relationship quality within the multi-level marketing service industry was addressed, the present study examined whether satisfaction and trust, respectively, and customer perceived value correlated positively with customer loyalty. Data were obtained from 249 customers from E Excel international company. In this study, constructs were with source (e.g., customer rated their perceived value and relationship quality in T1, while customer loyalty rated in T2). To enhance the clarity of the causal relationship among variables of the present study, questionnaires were distributed at two time points. Results indicated that customer perceived value was positively related to relationship quality, which in turn increase the likelihood of customer loyalty, and that two indirect effects supplemented the direct effect of customer perceived value on customer loyalty, the mechanisms of satisfaction and trust.

Keywords : Perceived value、Customer Loyalty、Customer satisfaction、Customer trust、Relationship quality

## Table of Contents

封面內頁 簽名頁 中文摘要.....	英文摘要.....
..... 誌謝.....	..... 目錄.....
..... 圖目錄.....	..... 表目錄.....
..... 第一章 緒論.....	..... 1 第一節 研究
背景與動機.....	..... 1 第二節 研究目的.....
..... 1 第二節 研究目的.....	..... 4 第二章 文獻探
討.....	..... 6 第一節 關係品質.....
..... 6 第一節 關係品質.....	..... 6 第二節 顧客忠誠
..... 9 第三節 顧客知覺價值.....	..... 11 第四節 關係品質
與顧客忠誠度之關係.....	..... 14 第五節 顧客知覺價值與關係品質之關係.....
..... 14 第五節 顧客知覺價值與關係品質之關係.....	..... 16 第六節 顧客知覺
價值、關係品質與顧客忠誠之關係.....	..... 17 第三章 研究方法.....
..... 17 第三章 研究方法.....	..... 19 第一節 研究架構
..... 19 第二節 研究假設.....	..... 20 第三節 研究對象
與施測程序.....	..... 20 第四節 操作性定義及衡量工具.....
與統計方法.....	..... 26 第四章 統計分析與結果.....
..... 26 第四章 統計分析與結果.....	..... 28 第一節 樣本資料
特性.....	..... 28 第二節 敘述性統計.....
..... 28 第二節 敘述性統計.....	..... 30 第三節 信效度分
析.....	..... 34 第四節 整體模式衡量分析.....
..... 34 第四節 整體模式衡量分析.....	..... 40 第五節 相關分析
..... 42 第六節 迴歸分析.....	..... 44 第五章 結論與建
議.....	..... 47 第一節 結論.....
..... 47 第一節 結論.....	..... 47 第二節 實務意涵
..... 49 第三節 研究限制與未來研究建議.....	..... 51 參考文獻.....
..... 49 第三節 研究限制與未來研究建議.....	..... 51 參考文獻.....
..... 53 附錄：研究問卷.....	..... 62

## REFERENCES

- 一、中文部分 池文海、陳瑞龍、潘美雪（2009）。品牌權益、服務品質、知覺價值、顧客滿意與顧客忠誠之探討 - 以台灣中油加油站為例。品質學報, 16(4), 291-309。李德治、童惠玲（2009）。多變量分析。台北市:雙葉書廊。陳恒毅（2007）。人格特質與團隊氣候在多層次傳銷組織的配適探討。國立中興大學高階經理人碩士在職專班碩士學位論文。張紹勳（2001）。企業對消費者電子商務之關係品質模式。廣告學研究, 16, 55-81。黃俊英、陳光榮、呂慈恩（2005）。傳銷產業中信任關係與人際網路之研究。上海第十屆直銷學術研討會論文集。62-82。彭台光、高月慈、林鈺琴（2006）。管理研究中的共同方法變異:問題本質、影響、測試和補救。管理學報, 23(1), 77-98。溫永松（2008）。值得信賴、信任、價值、滿意度與忠誠度關係之研究 - 以國際航空旅客為例。國立臺北大學企業管理學系博士論文。劉慶洲、黃建榮、戴鄂（2006）。傳銷組織成員工作價值觀、關係品質對經營績效之影響。亞太經濟管理評論, 10(1), 45-60。鄭雅方、賴鈺城（2011）。人格特質、組織公平、領導-成員交接關係與工作滿足之相關性研究-以多層次傳銷為例。華人前瞻研究, 7(2), 77-95。二、英文部分 Anderson, E.W., Fornell, C. & Lehmann, D.R. (1994). Customer Satisfaction, Market Share and Profitability: Findings from Sweden. Journal of Marketing, 58(July),53-66. Anderson, Eugene. W. & Sullivan, Mary. W. (1993). The Antecedents and consequences of Customer Satisfaction for Firms. Marketing Science, 12(Spring), 125-143. Anderson, Rolgh E. (1973). Consumer

Dissatisfaction: The Effect of Disconfirmed Expectancy on Perceived Product Performance. *Journal of Marketing Research*, 10(Feb), 38-44. Bagozzi RP, Yi Y (1988). On the evaluation of structural equation models. *J Acad Mark Sci*, 16, 74-94. Barnes, J. G. (2000). *Secrets of Customer Relationship Management: It's All About How You Make Them Feel*. McGraw-Hill Inc., New York. Baron, R. M., & D. A. Kenny. (1986). The moderator-mediator variable distinction in social psychological research: conceptual, strategic, and statistical considerations, *Journal of Personality and Social Psychology*, 51(6):1173-1182 Bitner, M. J., (1990). Evaluating service encounters: the effects of physical surroundings and employee responses, *Journal of Marketing*, 54(2), 69-82. Bloemer, J., Odekerken-Schroder, G. (2002). Store satisfaction and store loyalty explained by customer- and store-related factors. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 15, 68-80. Chen, Z. & Dubinsky, A. J. (2003). A Conceptual Model of Perceived Customer Value in E-Commerce: A Preliminary Investigation. *Psychology and Marketing*, 20(4), 323-347. Crosby, L. A., Evans, K. R., & Cowles, D. (1990). Relationship quality in service selling: an interpersonal influence perspective, *Journal of Marketing*, 54(3), 68-81. Dick, A.S. & K.Basu (1994). Customer Loyalty: Toward an Integrated Conceptual Framework. *Journal of the Marketing Science*, 22(2), 99-113. Dwyer, F. R., Schurr, P. H. & Oh, S. (1987). Developing Buyer-seller Relationships. *Journal of Marketing*, 51(April), 11-27. Fornell, Claes (1992). A National Customer Satisfaction Barometer: The Swedish Experience. *Journal of Marketing*, 56(1), 6-21. Ganesan, S. (1994). Determinants of long-term orientation in buyer-seller relationships. *Journal of Marketing*, 58, 1-19. Ganesan, S., Hess, R. (1997). Dimensions and Levels of Trust: Implications for Commitment to A Relationship. *Marketing Letters*, 8(4), 439-448. Garbarino, Ellen & Johnson, Mark (1999). The Different Roles of Satisfaction, Trust, and Commitment for Relational and Transactional Consumers, *Journal of Marketing*, 63(April), 70-87. Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in Online Shopping: An Integrated Model. *MIS Quarterly*, 27(1), 52-90. Gerpott, Torstem J. Wolfgang Rams, & Andresa Schindler (2001). Customer Retention, Loyalty, and Satisfaction in the German Mobile Cellular Telecommunications Market, *Telecommunications Policy*, 25, 249-269. Guenzi, P. & Pelloni, O. (2004). The Impact of Interpersonal Relationships on Customer Satisfaction and Loyalty to the Service Provider. *International Journal of Service Industry Management*, 15(4), 365 - 384. Hennig-Thurau, T & Hansen, U. (2000). *Relationship Marketing: Gaining Competitive Advantage through Customer Satisfaction and Customer Retention*. Berlin Heidelberg: Springer. Hung, P. (1996). *Relationships Marketing Investigation into Consumer Initiation and Maintenance Adjustment / Disengagement of Marketing Relationship*, Business Administration. The University of Mississippi, 1033-1035. Javalgi, R., C. Moberg (1997). Service loyalty: implications for service providers. *Journal of Services Marketing*, 11(3), 165-179. Jones T.O. & Sasser, W.E. (1995). Why Satisfied Customers defect. *Harvard Business Review*, December, 88-99. Kotler, P. & Armstrong, G. (1994). *Principles of Marketing* (6th ed.). Englewood Cliffs, NJ: Prentice Hall. Kotler, P. (1991). *Marketing Management: Analysis, Planning, and Control* (7th ed.). Englewood Cliffs, NJ: Prentice Hall. Kotler, P. (1997). *Marketing management: Analysis, Planning, Implementation and Control*. Upper Saddle River, NJ: Prentice Hall. Kotler, P. (2000). *Marketing Management* (10th ed). Upper Saddle River, NJ: Prentice Hall. Kotler, P. (2003). *Marketing management* (11th ed). Upper Saddle River, NJ: Prentice Hall. Lagace, R. R., R. Dahlstrom & J. B. Gassenheimer (1991). The Relevance of Ethical Salesperson Behavior on Relationship Quality: The Pharmaceutical Industry. *Journal of Personal Selling and Sale Management*, 11(4), 39-47 Lee, J., Lee, J. & Feick, L. (2001). The impact of switching costs on the customer satisfaction-loyalty link: mobile phone service in france. *Journal of Services Marketing*, 15(1), 35-45. Lewicki, R.J., McAllister, D.J. & Bies, R.J. (1998). Trust and Distrust: New Relationships and Realities. *Academy of Management Review*, 23(3): 438-458. Lin, C. P. & Ding, C. G. (2006). Evaluating Group Differences in Gender during the Formation of Relationship Quality and Loyalty in ISP Service. *Journal of Organizational and End User Computing*, 18, 38-62. McAllister, D. J. (1995). Affect- and Cognition-based Trust as Foundations for Interpersonal Cooperation in Organization. *Academy of Management Journal*, 38, 24-59. McKnight, D. H., Larry, L. C., Norman, L. C. (1998). Initial trust formation in new organizational relationships. *The Academy of Management Review*, 23(3), 473-490. Moliner, M.A. (2009). Loyalty, perceived value and relationship quality in healthcare services. *Journal of Service Management*, 20(1), 76-97. Moliner, M.A., Sanchez, J. & Callarisa, R. (2005). Dimensionalidad del valor percibido global de una compra. *Revista Espanola de Investigacion en Marketing ESIC*, 9(2), 135-158. Moorman, C., Deshpande, R. & Zaltman, G. (1993). Factors Affecting Trust in Market Research Relationships. *Journal of Marketing*, 57(January), 81-101. Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(July), 20-38. Oh, H. (1999). Service quality, customer satisfaction, and customer value: A holistic perspective. *International journal of Hospitality Management*, 18(1), 67-82. Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions, *Journal of Marketing Research*, 17(11), 460-469. Oliver, R. L. (1997). Satisfaction: A Behavioral Perspective on the Consumer. Boston: Irwin-McGraw Hill. Oliver, R. L. (1999). Whence Consumer Loyalty?. *Journal of Marketing*, 63(4), 33-44. Ouschan, R., Sweeney, J., and Johnson, L. (2006). Customer Empowerment and Relationship Outcomes in Healthcare Consultations, *European Journal of Marketing*, 40( 9/10), 1068-1086. Patterson, P. G. and Spreng, R. A. (1997). Modelling the relationship between perceived value, satisfaction and repurchase intentions in a business-to-business, services context: an empirical examination, *International Journal of Service Industry Management*, 8(5), 414-434. Roig, F.J.C., Garcia, J.S. & Moliner Tena, M.A. (2009). Perceived value and customer loyalty in financial services. *Service Industries Journal*, 29(6), 775-789. Rousseau, D. M., Sitkin, S. B., Burt, R. S. & Camerer, C. (1998). Not so different after all: A cross-discipline view of trust. *Academy of Management Review*, 23(3), 393-404. Ruyter, K. D. and Wetzels, M. (2000). Customer Equity Considerations in Service Recovery: A Cross-Industry Perspective. *International Journal of Service Industry Management*, 11(1), 91-108. Sabol, B., Singh, J. & Sirdeshmukh, D. (2002). Consumer Trust, Value, and Loyalty in Relational Exchanges. *Journal of Marketing*, 66(January), 15-37. Sajeev, Varki & Colgate, Mark. (2001). The Role of Price Perceptions in an Integrated Model of Behavioral Intentions. *Journal of Service Research*, 3(3), 232-240 Sanchez, J., Callarisa, L., Rodriguez, R.M. & Moliner, M.A. (2006). Perceived value of the purchase of a tourism

product. *Tourism Management*, 27, 394-409. Sheth, J. N., & Sisodia, R. S. (1999). Revisiting marketing's lawlike generalizations. *Journal of the Academy of Marketing Science*, 27(1), 71-87. Sheth, J. N., Newman, B. I. & Gross, B. L. (1991). Why We buy What We Buy: A Theory of Consumption Values. *Journal of Business Research*, 22(2), 159-170. Singh, J. & Sirdeshmukh, D. (2000). Agency and Trust Mechanisms in Consumer Satisfaction and Loyalty Judgments. *Journal of the Academy of Marketing Science*, 28(1), 150-167. Sirdeshmukh, D., Singh, J. & Sabol, B. (2002). Consumer Trust, Value, and Loyalty in Relational Exchanges. *Journal of Marketing*, 66(1), 15-37. Sweeney, J. C. & G. N. Soutar (2001). Consumer Perceived Value; The Development Of A Multiple Item Scale. *Journal of Retailing*, 77, 203-220. Tse, D.K., & Wilton, P.C. (1988). Models of customer satisfaction formation: An extension. *Journal of Marketing Research*, 25(2), 204-212. Zeithaml, Leonard L. Berry, & A. Parasuraman (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, 60(4), 31-46. Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, Vol.52 (3), 2-22